



Snapshot Survey Results Report

— *Client Management* —

June 2014



Client Management

ISPA Snapshot Survey | June 2014

Monthly Snapshot Surveys provide ISPA members with a valuable look into the state of the spa industry, spa industry trends and also help to identify the needs of spa professionals. Snapshot Surveys are conducted on the third Friday of each month, with full results provided only to respondents two weeks from the release date of the survey. The June Snapshot Survey provides a glimpse at how ISPA members manage their clients.

When spa members were asked about the pieces of information they collect about clients, both phone number and email address topped the list at 93 percent. When comparing day spas and resort/hotel spas, 82 percent of day spas collect mailing addresses compared to only 49 percent of resort/hotel spas. There was also a significant difference between these two groups in regards to collecting referral information with 64 percent of day spas tracking this data compared to only 31 percent of resort/hotel spas. In regards to the types of communications sent by email, more than half (53 percent) of spa members send electronic appointment reminders. Sixty-four percent of day spas send an electronic follow-up guest survey versus only 31 percent of resort/hotel spas.

A large majority of spa respondents (85 percent) do not currently offer online account access. Only seven percent of resort/hotel spas offer account access online compared to 39 percent of day spas. Just over 1/3 of spa respondents (35 percent) have a guest loyalty program in place. Fifty-six percent of day spas do offer a guest loyalty program while only 25 percent of resort/hotel spas have these programs. When communicating feedback shared by clients, 92 percent of spa members said they discuss the feedback in one-on-one conversations with relevant team members.

Nearly all resource partner members (98 percent) collect the email addresses of their clients followed by their phone numbers at 93 percent. When asked about the communications they send via email, 83 percent of resource partners send an e-copy of invoices and/or receipts followed by 65 percent who send electronic thank-you messages. Sixty-eight percent of resource partner respondents do not offer the opportunity for clients to log in online and access their account information. In regards to the resources they use to gather spa client feedback, 69 percent of resource partner members use phone call follow-ups. Once gathered, resource partner respondents said they discuss this feedback in one-on-one conversations with relevant team members and/or discuss the feedback with the executive and/or management team (73 percent each).

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, June 20, 2014 to Friday, June 27, 2014. During this time, 247 ISPA members responded to the survey. "ISPA Spa Members," referred to within this report, include data from all spa respondents (day, resort/hotel, medical, destination spas, corporate spa headquarters and spas under development). "ISPA Non-spa Members," referred to within this report, include data from all resource partners, educators and travel agent members.

DISCLAIMER: This document contains proprietary information of the International SPA Association. For permission to reproduce any material contained in this publication, please call ISPA at 1.859.226.4326. If consent is granted, attribution to ISPA and other sources specified in the document should be made.

ISPA Spa Members

Which of the following pieces of information does your spa collect for its clients?

Client Information Collected | By Spa Type



Phone number
 All Spas: 93%
 Day Spas: 100%
 Resort/Hotel Spas: 90%



Email
 All Spas: 93%
 Day Spas: 95%
 Resort/Hotel Spas: 90%



Treatments purchased
 All Spas: 84%
 Day Spas: 90%
 Resort/Hotel Spas: 81%



Gender
 All Spas: 82%
 Day Spas: 74%
 Resort/Hotel Spas: 83%



Retail products purchased
 All Spas: 75%
 Day Spas: 80%
 Resort/Hotel Spas: 70%



Therapist preferences
 All Spas: 72%
 Day Spas: 72%
 Resort/Hotel Spas: 74%



Mailing address
 All Spas: 61%
 Day Spas: 82%
 Resort/Hotel Spas: 49%



Birthday
 All Spas: 54%
 Day Spas: 74%
 Resort/Hotel Spas: 44%

Client Information Collected | By Spa Type



Special needs/requests
 All Spas: 53%
 Day Spas: 54%
 Resort/Hotel Spas: 50%



Referred by information
 All Spas: 42%
 Day Spas: 64%
 Resort/Hotel Spas: 31%



Relationship
 All Spas: 20%
 Day Spas: 15%
 Resort/Hotel Spas: 16%



Retail brand preferences
 All Spas: 11%
 Day Spas: 8%
 Resort/Hotel Spas: 8%



Social media accounts
 All Spas: 7%
 Day Spas: 15%
 Resort/Hotel Spas: 2%



Photo
 All Spas: 7%
 Day Spas: 5%
 Resort/Hotel Spas: 1%

Which of the following types of communications does your spa send to its clients via email?

Communication Sent Via Email | By Spa Type



Appointment reminder
 All Spas: 53%
 Day Spas: 54%
 Resort/Hotel Spas: 50%



Follow-up guest survey
 All Spas: 42%
 Day Spas: 64%
 Resort/Hotel Spas: 31%



Thank-you message
 All Spas: 20%
 Day Spas: 15%
 Resort/Hotel Spas: 16%



E-copy of their receipt
 All Spas: 11%
 Day Spas: 8%
 Resort/Hotel Spas: 8%



Birthday message
 All Spas: 7%
 Day Spas: 15%
 Resort/Hotel Spas: 2%



Reminder to schedule another appointment
 All Spas: 7%
 Day Spas: 5%
 Resort/Hotel Spas: 1%



None of the above
 All Spas: 22%
 Day Spas: 13%
 Resort/Hotel Spas: 27%

Who does your spa consider to be a past guest/client?

Past Guest/Client | By Spa Type

	All Spas	Day Spas	Resort/Hotel Spas
Anyone who has visited the spa during the lifetime of the spa	77%	62%	82%
Anyone who has visited the spa within the past two years	14%	18%	12%
Anyone who has visited the spa within the past year	7%	15%	4%
Other	3%	5%	3%

Respondents were asked in the first five months of 2014, approximately what percentage of their spa guests were local residents, were first-time clients, made a retail purchase, requested a specific therapist gender when booking treatment or booked a treatment online. Please find a sample of the responses below.

First Five Months of 2014 | By Spa Type

For the first five months of 2014, approximately what percentage of your spa guests...?

	All Spas	Day Spas	Resort/Hotel Spas
were local residents	42%	78%	34%
were first-time clients	44%	25%	49%
made a retail purchase	26%	27%	25%
requested a specific therapist gender when booking treatment	45%	40%	48%
booked treatment online	7%	8%	6%

Does your spa offer the opportunity for clients to log in online and access their account information?

Online Account Access | All Spas



Online Account Access | By Spa Type

Day Spas	Resort/Hotel Spas
Yes: 39%	Yes: 7%
No: 62%	No: 93%

Does your spa have a guest loyalty program?

Guest Loyalty Program | All Spas



Guest Loyalty Program | By Spa Type

Day Spas	Resort/Hotel Spas
Yes: 56%	Yes: 25%
No: 44%	No: 76%

Respondents were asked to describe the benefits offered through their spa's guest loyalty program. Please find a sample of the responses below.

- Every \$1 spent = one point. Collect 10 points for every Facebook or Twitter post, 50 points for signing up, 250 points for referring someone, receive \$75 for collecting 1,000 points, receive \$250 towards a treatment or retail purchase for collecting 2000 points.
- \$25 or \$100 reward.
- \$79 facials (\$110 at regular price).
- Accumulated points for free services.
- Birthday, retail, frequency and referral discounts.
- Complimentary services/upgrades and birthday retail gifts.
- Complimentary services for a certain number of referrals.
- Complimentary upgrade from a basic massage or facial to a signature service in the same category.
- Discount on repeat services during a stay (restricted months/year).
- Discount received on the fifth visit. Punch cards are used to track visits.
- Discounted services and times.
- Discounts on services and retail product depending upon the level of the guest's club card.
- For every \$50 spent, you receive a point, after you collect 12 points you receive a \$50 spa gift card. Upon signing up, you receive two free fitness club passes, a free dessert in our lounge and 50 percent off one spa service the week prior to your birthday. We do special quarterly promotions just for the loyalty program, both services and retail.
- Fifteen percent discount on services.
- Fifteen percent off services and 10 percent off products.
- Five percent of total spend, once \$20 is reached, the guest can use this for any service at any location.
- Free upgrades, discounts on retail and a birthday upgrade.
- Great prices and priority booking.
- Guests receive a discount on seasonal services Monday through Thursday if they are a member of the resort's rewards program.
- Guests receive points for pre-booking, referrals, online booking and retail purchases over \$100. Every point equals \$1 and can be used towards future purchases and services.
- Guests receive points for services and retail purchased. Once they build up their points they can be applied at POS for a discount in dollars.
- It varies but they are value-adds. Guests can experience new services before they go on the treatment menus, receive dinner out in their cities, free laundry when they are heading home, gifts at check-in, special phone line to make calls, free vacations, etc.
- It's a locals' loyalty program. When they receive five services (60-minutes or longer) they receive the sixth service for free.
- Lucky seven. Book six manicures or blow dries and receive the seventh complimentary.
- Monthly specials on treatments.
- Our loyalty members receive first serve on spa event invitations, a discount on spa services Monday through Thursday and special recognition as a loyal guest.

- Our VIP program costs the guest \$100, which is good for one year from the date of purchase. It allows the guest to get 10 percent off all services and products all the time. They can purchase gift cards at 10 percent for friends, and three times per year, they can double dip, by purchasing gift cards with their discount for themselves. The month of their birthday, they receive a free shampoo/style, makeup application and a free manicure.
- Points for dollars spent, pre-booking, referrals, trying new services and products.
- Purchase any gift card amount over \$600 and receive 10 percent additional complimentary.
- Receive one stamp for every \$100 in retail products purchased. Once card is full (10 stamps), guest will receive 25 percent off one retail item.
- Receive one stamp for every \$150 purchased in services. Once card is full (10 stamps), guest will receive \$100 towards next spa service.
- Reward through the casino.
- Rewards card with online access.
- Seventh service is free if they receive six 50- or 80-minute services within a year.
- Spa dollars for referrals and purchasing certain amount of product and services.
- Spa loyalty program - three levels with different benefits (i.e. number of services, percentage of discounts, etc.). Available only Monday through noon Friday and the full payment due upfront.
- Special offers and birthday discounts and upgrades.
- Special pricing, escalating "welcome gifts", and priority booking.
- Ten percent off on services.
- They receive a gift card the following year if they have visited our spa four or more times in the previous year. They receive information about special offers before others. They receive specific offers, with restrictions as to when offers can be used. Our top 100 guests receive a gift at the end of the year. Others in the loyalty program also receive a gift of lesser value.
- Twenty percent off any one treatment Monday through Thursday.
- We are still fine-tuning but currently our guests receive spa bucks with each milestone spent. They also receive VIP specials via email.
- We have a program for locals offering 15 percent off all treatments Monday through Thursday, and we also have a rewards card. Each time they have a service, we stamp the card. After 10 visits, they get a free service.
- We have a punch card system. When clients come in, they get punches on their rewards card for the dollar amount they spent on a service. When the card is full, they earn \$40 off their next service or retail purchase.
- We just launched our loyalty program; guests can earn double points on promotional products and services as well as redeem their points towards services.
- Weekly and monthly special offers and discounts/special events.
- When you visit the spa for the fifth time you get 40 percent off products. When you reach the tenth time you get 30 percent off treatments of your choice.

Which of the following resources, if any, does your spa use to gather a client’s feedback after a visit to your spa?

Resources Used to Gather Feedback | By Spa Type



Electronic survey
 All Spas: 65%
 Day Spas: 58%
 Resort/Hotel Spas: 65%



Comment Card (printed)
 All Spas: 56%
 Day Spas: 45%
 Resort/Hotel Spas: 63%



Social media
 All Spas: 31%
 Day Spas: 24%
 Resort/Hotel Spas: 31%



Phone call follow-up
 All Spas: 11%
 Day Spas: 26%
 Resort/Hotel Spas: 4%



Other
 All Spas: 11%
 Day Spas: 13%
 Resort/Hotel Spas: 9%



Do not collect feedback
 All Spas: 4%
 Day Spas: 5%
 Resort/Hotel Spas: 4%

Which of the following team ways does your spa communicate and/or use the feedback shared by clients?

Communication and Feedback | By Spa Type

	All Spas	Day Spas	Resort/Hotel Spas
Discuss feedback in one-on-one conversations with relevant team member(s)	92%	92%	92%
Discuss feedback in team meetings	86%	76%	88%
Discuss feedback with executive and/or management team	80%	71%	81%
Use feedback to recognize team members for their performance	80%	71%	83%
Use feedback during the employee review process	73%	63%	76%
Post the feedback in a manner that all employees can view	68%	58%	72%
Other	4%	3%	5%
Do not distribute feedback collected	2%	5%	1%

Adding a personal touch to a client’s experience is a top priority for many businesses and can leave a lasting impression. Respondents were asked to describe any unique or well-received ways their spa enhances a client’s experience in a personalized way. Please find a sample of the responses below.

- All of our monthly or special promotions come with a special VIP gift.
- All treatments are personalized by allowing the therapists to customize the treatments.
- Always use guest name.
- An amenity is provided for a special occasion (i.e. birthday, anniversary, college degree, etc.)
- Appointment reminder at turndown.
- Basically it is to make our clients feel special in every sense of the word.
- Card signed by each team member for special occasions, farewell gift of flower seeds or signature fragrance spray.
- Champagne toast.

- Commenting on special occasions that have brought the guest in for the day, customizing lunches for their likes and dislikes, asking what their favorite parts of the service was, and making notes to focus on those the next time they visit.
- For repeat loyal guests, we surprise them with complimentary food, drink, upgrades, product goodie bags, and private lounge space. We also hand out handmade truffles and roses at check-out.
- For special occasions we send our guests amenities to their room.
- Give rose to anyone who is celebrating a birthday or anniversary.
- Guests are recognized for special occasions, birthdays, anniversaries, etc. We crown female guests "Spa Princess" of the day for special recognition.
- Handwritten letters, special decorations on birthdays or bachelorette parties.
- Hot towel service and beverage service.
- If they mention they are here because of a special occasion, the spa management team will write a personalized note and give them a complimentary gift of chocolates.
- Inspirational thoughts of the day are placed on the treatment tables for guests to take with them.
- Monogrammed robes for VIPs.
- Name utilization and special treat for special occasions.
- Offer bottled waters on check-in and use their first name.
- As part of the resort check-in process after a welcome arrival and a welcome drink, guests are directly escorted to the spa to receive a 15-minute welcome spa touch amenity. We collect valuable information from the therapist about the guest to offer them the right experience base on therapist valuation during amenity massage.
- Personalized note cards with any special notes on clients.
- Remember clients' names.
- Remembering them by name or remembering an important event for which they are preparing.
- Since we are time-share resort, we know when it's a guest's birthday, etc., so the spa will send a birthday card to the guest and offer an added-value coupon for their birthday (i.e. they purchase a five-minute massage and we will add a 25-minute mini facial or foot treatment as an added value for their birthday gift).
- Spa concierge who personally attends to every guest in the spa. This is their only function.
- Special spa gifts for VIPs, brides, birthday guests, etc.
- Surprise upgrade, complimentary admission, complimentary service, and special occasions celebrated with a slice of cake.
- Thank-you cards and customized products and services.
- Thank You for Investing in You Cards. This is a standard message for all guests with a handwritten note.
- Personalized section from their therapist sharing a suggestion for another visit.
- Therapists may customize every service based on guest needs.
- Upon check-in, guests are given a choice of a detox, soothing or invigorating tea (small size), upon check-out a small bag of bath salts with our signature scent is given as a fond farewell. The team is required to input a minimum of one guest preference a shift into our internal system - which could be anything applicable to the guest's unexpressed wishes.
- Using blank cards for recognizing great accomplishments (i.e. quitting smoking).
- We always ask if the guest is celebrating anything and write notes if there is a birthday or anniversary. Then the therapist surprises them with a complimentary glass of champagne or mimosa after their treatment.

- We clean their jewelry which clients love. We also use essential oils in the treatments room to enhance the experience.
- We customize their session in the phone call and in a 15-minute window before their session.
- We empower the staff to act on any information they think could create a WOW for our guest...so if reservations misses an important detail - say a birthday - and the therapist gets this information, they can give the guest a card, glass of champagne, etc.
- We escort the guest to the elevator. If we know it is their birthday, we place a candle on the dessert. Our protocols encourage our people to engage our guests.
- We give a thank-you gift to each guest, and small birthday/anniversary gifts to guests who mention it in the reservation system.
- We give signature products to those having a birthday, anniversary, etc.
- We give small gifts to those celebrating a special occasion.
- We greet them by name and open the front door for them.
- We have a GM "Wow budget" so each location is motivated to connect with a guest and reward loyalty, engage guests in trying new services, etc. They are empowered to WOW our guest however they can.
- We have massage chairs inside the spa which clients can enjoy while waiting for services.
- We have special little gift bags filled with samples of spa products that we give to guests who are celebrating a birthday or an anniversary or some other occasion. We give these bags to them upon check-in and put client notes in all of their appointments so that their therapists can acknowledge the special occasion as well.
- We offer a free drink if it is their birthday.
- We offer complimentary espresso drinks. Remembering guests "signature drinks" at no charge to the guest.
- We offer complimentary skin-care samples that are placed in their locker.
- We offer cookies, trail mix, flavored water and tea. Send thank-you cards to new clients with \$5 off. Give \$5 off for birthday month.
- We provide gifts for guests who are with us to celebrate an anniversary or birthday.
- We provide personalized locker amenities for special occasions (like a homemade lavender spritz, bundled lavender, cupcake and welcome note).
- We recognize anniversaries, birthdays or special events with champagne, complimentary lunches or chocolates. We also give gift bags of our most popular products. With advanced notice we can arrange large gift bags using products we may not carry full-time.
- We send targeted emails to guests who have made specific product purchases, offering them discounts and free shipping with their re-order.
- We serve complimentary champagne on the weekends. Our clients love it. We use a fairly cheap champagne and it does not break the bank.
- We story tell the name and meaning of the spa with our guests as they walk into the spa. We also have them select a wish stone (with a word on it, which becomes their mantra for the day) they then toss the stone into our center pool to make a wish. As they depart the spa, they are given a complimentary bath salt with their wish word.
- We take a picture of bachelorette/bridal parties, print it and have it framed so that when they check out we surprise them with it in a gift bag with some samples. For birthdays, anniversaries, etc., we order a few chocolate strawberries and have the appropriate message written in chocolate on the plate such as "Happy Birthday". We have done many, many unique surprises for our guests.

- We try to make each guest's experience unique by customizing their treatment with an aromatherapy of their choice and giving them a personalized follow-up card.
- We use sample size jars of products and other little gifts to give clients celebrating a special occasion or who are going through a particularly rough time. Our employees know our regulars well. We send flowers or make charitable donations if they lose a family member or pet, we have sent gift cards to those going through cancer treatments to help them increase visit frequency during the worst of the chemo, and other personal gestures.
- We work with our internal hotel partners to understand our guests' # of visits, preferences and loyalty status.
- When we seat our guests in the Relaxation Room, we serve the first beverage to them. In addition, we offer a heated herbal shoulder/neck wrap to start their experience.
- Whenever we have a guest who books a couples massage, we inquire as to if they are celebrating a special occasion. If yes, we will arrange for champagne + a sweet treat.

ISPA Resource Partners

Which of the following pieces of information does your company collect about its spa clients?

Client Information Collected | Resource Partners



Email
98%



Phone number
93%



Mailing address
88%



Website address
86%



Referred by information
57%



Social media accounts
43%



Relationship
41%



Gender
38%



Treatments offered at spa
36%



Birthday
24%



Photo
10%

Which of the following types of communications does your company send to its spa clients via email?

Communication Sent Via Email | Resource Partners



E-copy of their invoices and/or receipts
83%



Thank-you message
65%



Appointment requests
30%



Follow-up client survey
25%



Birthday message
25%



None of the above
3%

Does your company offer the opportunity for clients to log in online and access their account information?

Online Account Access | Resource Partners



Which of the following resources, if any, does your company use to gather a spa client's feedback?

Resources Used to Gather Feedback | Resource Partners



Phone call follow-up
69%



Social media
50%



Electronic survey
19%



Comment card (printed)
14%



Other
19%



Do not collect feedback
14%

Which of the following ways does your company communicate and/or use the feedback shared by spa clients?

Communication and Feedback | Resource Partners

Discuss feedback in one-on-one conversations with relevant team member(s)	73%
Discuss feedback with executive and/or management team	73%
Discuss feedback in team meetings	70%
Use feedback to recognize team members for their performance	50%
Use feedback during the employee review process	30%
Post the feedback in a manner that all employees can view	15%
Other	5%
Do not distribute feedback collected	13%